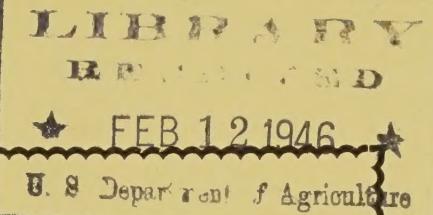


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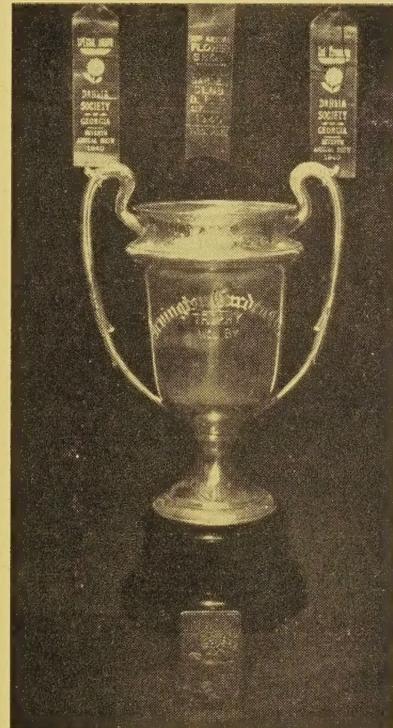
*Premier*

# DEPENDABLE DAHLIAS

FOR 1946 RELEASE

and

DAHLIA ROOTS, PLANTS  
& ROOTED CUTTINGS



**PREMIER DAHLIA GARDENS**

GEORGE H. SWEZEY

COLUMBIA

(Warren County)

NEW JERSEY

**TO OUR DAHLIA LOVING FRIENDS** — Growing conditions the past season were the reverse of those of the previous years. The many heavy rains thru June and July and the consequential lack of much sunshine greatly retarded the spring growth, tho later the plants recovered splendidly and the field was a mass of beautiful blooms when cut down on the night of October third by the earliest freeze of all the 28 years we have grown Dahlias. No clump list was issued the past fall owing to this extremely short growing season.

We're striving to give you outstanding varieties that will win for you at the shows and those that give your gardens the appearances of a show-place. With this in mind we have selected the best of the NEW INTRODUCTIONS and the STANDARDS in making up this list. We thank you for your continued faith in us.—George H. Swezey.

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We have testimonials from many localities and will supply references from these growers if desired.

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**BANK REFERENCES** — Hillside National, Hillside, N. J., Portland National, Portland, Pa. and Dunn & Bradstreet.

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**NO TRANSACTION IS COMPLETE UNTIL YOU ARE ENTIRELY SATISFIED.**

Our prices are reasonable and we ask you to GIVE US A TRIAL — We will PROVE that we have your interests in mind at all times.

**YOU CAN'T LOSE WHEN DEALING WITH PREMIER.**

**READ CAREFULLY**

**Terms:** Cash with order or 25% deposit, balance at shipping time, Retail orders over \$2.00 sent prepaid. In ordering green plants to be shipped further than 1st Zone, add 25 cents for **Special Delivery** to insure plants arriving in good growing condition.

**Shipments:** Roots, May 1st to June 1st. Plants, May 1st to June 10th. Rooted Cuttings, April 15th to June 1st.

**Guarantee:** All stock sent out in first class growing condition, guaranteed to be healthy and true to name and to grow if cared for on arrival and after planting and that all not proving such will be cheerfully replaced upon word from the purchaser. Our roots are field grown, in soil treated with Potash, for the production of exhibition blooms.

**OUR SQUARE DEALINGS HAVE  
BEEN COMMENDED BY ALL**

**Order Early** to avoid disappointment, as orders are filed in rotation. The stock of some of the varieties is limited.

**THE SPECIAL COLLECTIONS REPRESENT UNUSUAL SAVINGS**  
**Collections are net.**

**OUR GREEN PLANTS** are grown so as to give the maximum of results equal or superior to root stock. This is only accomplished by the selection of healthy vigorous roots benchered in a moderate heat that will enable us to take stocky base cuttings. Only a reasonable number of cuttings are taken and none used that are spindly. After cuttings are rooted and potted and begin to grow they are moved to cooler quarters and later shifted to larger pots; at this stage small tubers are beginning to form, assuring that clumps will be obtained at digging time; the plants are later hardened off in "outside quarters" so as to withstand shipping and be in condition for planting out. **OUR PLANTS ARE SHIPPED FROM 3 INCH POTS.**

## INTRODUCING A GREAT WINNER FOR 1946

**Mrs. Frances Hamilton Archer, Giant Ball To Formal - (DeGrado-Premier).** — Here is one of those new giant Ball Dahlias that grows to 6 inches in diameter with ordinary culture but may be grown even larger through forcing. It is a fitting companion flower to Alice J., but is much more floriferous. Color is a beautiful lavender violet. Its originator is an expert exhibitor and has had many winnings with this dahlia. In three entries in the One Bloom Classes and five in the Three Bloom Classes it was awarded eight Firsts in the shows of 1944-1945 in A.D.S. shows in New York, the N. J. Dahlia Society in Springfield and in Irvington, N. J., and Scranton, Pa. The stems are straight and stiff and hold blooms facing well above the rugged, insect resistant foliage. Height 5½ feet.

ROOTS \$6.65 Net      PLANTS \$3.35 Net      3 for \$9.00 Net

## CALIFORNIA'S BEST DAHLIA SEED

**PREMIER** has made new contact with an "EXPERT HYBRIDIZER OF CALIFORNIA" and the seedlings planted by us this season are giving very satisfactory results and several are so outstanding they are deserving of trial another year. Then too, the germination of these seeds have been so much higher than those we have planted for a number of years, we don't believe you can beat them for fertility. They are from the best and latest introductions.

IF YOU ARE INTERESTED IN GROWING SEEDLINGS, WE CAN GIVE YOU EXCEPTIONAL VALUE.

20 SEED \$1.00      125 SEED \$5.00      1000 SEED \$35.00

**Mr. S. Lavinthal, Riverside Gardens, Trenton, N. J., writes:** "Your seed are far ahead of any seed I have been playing with in the last 25 years. Not a Miniature amongst them. They are in bloom now and I have the finest showing in color." Later he writes—"I have another red seedling which I expect to cut tomorrow. It is an A-one Dahlia.

**Mrs. L. Waer, Delawanna, N. J., writes:** "Have 75 grand plants from your seed and those blooming are most beautiful."

## ROOTED CUTTINGS

Should you be interested in ROOTED CUTTINGS write us and we will advise if we have sufficient "Base Cuttings" to enable us to supply ROOTED CUTTINGS at one-third less than the cost of plants. Taken from the sand and wrapped and shipped in wet sphagnum moss we guarantee delivery in good condition and that they are true to name; here our responsibility ceases for proper facilities (cold-frames, good potting soil and 3 & 4 inch pots) are needed and some knowledge required to give them the care essential to maintain their vitality and grow them to worth-while plants hardened off for outside planting.

Protection at night must be given: Frame covers provided if freezing conditions prevail; the sash must be raised and lowered during the day to meet changing temperatures. You cannot make a well grown plant in two weeks time by potting up a rooted cutting and forcing growth thru high temperatures; best to grow it cool and slowly for four to five weeks and obtain strong well grown plants.

WHERE STOCK WILL PERMIT AND VARIETIES LISTS AT \$1.00 OR MORE, WE WILL SUPPLY ROOTED CUTTINGS AT ONE-THIRD LESS THAN PLANT PRICES.

## 1946 HONOR ROLL AND CERTIFIED INTRODUCTIONS OF OTHER GROWERS

**Aglow (Dahliadel) I.D.** — This beautiful Informal Decorative is warm amber yellow, heavily suffused scarlet on the center area of each petal, and is enhanced with a golden sheen overall. A fine open grower, producing deep, full blooms on long erect stems without disbudding. Blooms easily average 10x6 inches and the bush is about 6-ft. tall. One of the most appealing of all fall shades.

PLANT \$5.00

**Alcazar (Ballay) S.C.** — Deep fuchsia red with a trace of cerise. A new color in a large and finely formed semi-cactus. Outstanding for beauty and distinctiveness. Winner of Achievement Medal and on Honor Roll.

PLANT \$7.50

**Bedford Beauty (Frank's) I.C.** — An early and free-flowering cactus with a new formation, having evenly narrow petals from tip to base. Color, light amaranth pink with white around the center. Flowers 6x3 are held facing on long wiry stems. Grows about 4 feet tall. Winner of the Am. Home Achievement Medal in 1943 and best seedling and best undisseminated, and best cactus in the show. On Honor Roll.

PLANT \$2.50 Net

**Caroline Kernochan (Fioretti-Parrella) I. D.** — This beautiful Dahlia has received many awards at the A.D.S. New York Shows and is on the Honor Roll. The blend of the color combination is entirely new and unusually exquisite. Center, pale lemon yellow, outer petals blushed rose red. Blooms average 7 inches and are held facing on long strong stems. Height 4½ feet.

PLANT \$5.00; 3 for \$12.00

**Col. Little (Ambrose) I.D. or S.C.** — Classified in the East by Mr. Dudley as Informal and as a Semi-Cactus in the West by Col. Eddy it will probably vary somewhat in form in different soils. Color: A brilliant firey red on a yellow base. Size 10 to 11 by 5 to 6 inches. An Honor Roll Dahlia that has won many awards.

PLANT \$5.00; 3 for \$12.00

**Coral Cactus (Bennett Beckman-Ruschmohr) I.C.** — The dahlia with an outstanding show record for the year. Incurred Cactus, in a beautiful shade of coral pink. Blooms 7 to 8 inches. Bush 4½ feet tall. Winner of two Achievement Medals and many other awards and on all three Honor Rolls.

PLANT \$5.00

**Double Victory (Goddard-Rocky River)** — An outstanding Miniature Semi-Cactus of Carmine Red with serrated petals. Has had many winnings including the Achievement Medal and is on the Honor Roll.

PLANT \$2.50

**Five Star General (Ramage-Ruschmohr) F.D.** — Color, a blend of amaranth pink blushing into tyrian pink, centering to a Maize yellow. Strong, sturdy plant, bearing giant blooms on long stiff stems, 11 to 12 inches. Awarded C. of M. at Storrs, East Lansing & Cincinnati. Listed on the 3 Honor Rolls.

PLANT \$7.50

**Frieda Gaylord (Ballay) I.D.** — An informal decorative of remarkable size and vigor. That it is one of the truly great dahlias of all time is not an idle statement. The combination of unusual qualities present in this variety is seldom seen in any dahlia. Color: rosy pink with light golden shadings. Winner of Achievement Medal and on Honor Roll.

PLANT \$7.50

**Loveliness (Frank's) St.C.** — Exhibited for the first time at Cleveland, it won as the most outstanding entry in the show and was awarded 3 specials. The color is rosy pink with salmon, blending into sulphur yellow. Bush 4-ft. pinched, flowers 6x3 facing on long wiry stems, coming into bloom in early August and continuing till frost.

PLANT \$3.75 Net

**Miss San Diego (Comstock)** — Incurved luscinated cactus. Color, lemon yellow, outer half of bloom tyrian pink with thread-like markings of center florets tyrian pink. Blooms 9x7 on long, straight stems. Achievement Medal winner. Awarded a Certificate of Merit and on Honor Roll.

PLANT \$7.50

**Montezuma (Ballay) S.C.** — Reddish copper on terra cotta. A richly colored semi-cactus of giant size and perfect formation. This impressive new dahlia possesses all good growing habits.

PLANT \$7.50

**Mrs. E. J. (Rocky River) St.C.** — Clear brilliant pink with white at centers and very lightly tipped white. Exceptionally good substance. Named for Mrs. E. J. Wind. Scored for Certificates of Merit at Storrs, East Lansing and Cincinnati Trial Grounds, and on Honor Roll. Size 6x4.

PLANT \$5.00

**Mrs. Hester A. Pape (Pape-Rocky River) I.D.** — 12x5, a really big fellow which will be hard to beat on the show table. Color, reddish-purple. Has been a consistant winner in "red," and "purple" classes in open-to-all competition. Achievement Medal winner at Cleveland and Baltimore and tied for this medal at East Liverpool. On Honor Roll. Height 6 feet.

PLANT \$7.50

**Mrs. Minnie Ring (Mrs. Meneghel) I.C.** — Really different. Long, narrow petals twist and curl most gracefully to form a large chrysanthemum-shaped bloom. Outer petals are apple-blossom pink; inner petals are pale yellow. On Honor Roll. Height 5 feet.

PLANT \$5.00 Net

**Pardner (Robens & Dozier) I.D.** — Giant peach buff with a faint tint of amethyst. Has been grown to 12 $\frac{3}{4}$ x11. Shown at East Liverpoll and Cleveland it won five first and two special ribbons, three of the entries being in the open to all class. On Honor Roll.

PLANT \$7.50

**Patricia (Huey-Robens) I.D.** — A very good large pink and the best informal pink grown by the introducer. Many blue ribbons and special awards to its credit, including largest and most perfect bloom. All its winnings have been in "open-to-all" classes. On all Honor Rolls.

PLANT \$7.50

**Ray Smith (Scheffel) S.C.** — Lavender, tipped white, blended tones of light purple. Blooms 11x6 are held facing on long, strong stems. Height about 5 feet. Winner of many awards including two Achievement Medals.

**Note:**—We have seen this at many of the Eastern shows for the past two years, where it was always "tops." It was named for the esteemed president of the Dahlia Society of New Jersey who lost his life in a U-boat sinking. It had to be outstanding to be so named.

PLANT \$7.50

**Sanee K. (Mrs. Meneghel) Dec. Miniature** — A delightful little raspberry red miniature on long stems which makes it a perfect flower for cutting. A prolific bloomer with nice foliage.

PLANT \$1.00 Net

**Snow (Dahliadel)** — This dainty Miniature Formal Decorative is appealing in form as the petals cup back reminding you of a gardenia. Blooms are 3x2 inches and color is pure white with petals slightly edged lavender. Height 3½ feet.

PLANT \$2.50

**Snow Drift (Robens) Formal Decorative** — A seedling of "Darcy Sainsbury" with fine long straight stems. Blooms 9 to 12 inches and deep. A nice clean white that should win in specimen bloom class. Owing to wet weather did not get this one planted in time for the shows. On Honor Roll.

PLANT \$7.50

**Sophie K. Heintz (Frank's) I.C. - S.C.** — Winner of the Achievement Medal, the color of this novelty attracts immediate attention. The outer rows of petals are carmine rose tipped yellow and blend into lemon yellow center. Bush is 5 feet tall and blooms 7x4 are held facing. On Honor Roll.

PLANT \$3.75 Net

**Sunburst (Smith) I.D.** — A new sensational yellow for 1946. Winner of the Achievement Medal and special award for largest and best blooms at East Liverpool, and first prize in both single and three bloom classes at the Wellsville, Ohio show in 1944. Scored 85-A at Storrs Trial Grounds. Size 11x8½ blooms facing are held by long strong stems. Height about 5 feet.

PLANT \$5.00 Net

## 1946 LIST OF PRIZE WINNING, CERTIFIED AND HONOR ROLL DAHLIAS

Abbreviations: (F.D.) Formal Decorative; (I.D.) Informal Decorative; (S.C.) Semi-Cactus; (C.) Cactus; (Min.) Miniature; (X) 1945 Introductions; (O) Australian.

	Root	Plant
ALICE MAY (I.D.) Clear White	\$ .75	
X BALLAY ROUGE (I.C.) Red and gold	3.75	
BATAAN (S.C.) Red and gold	1.00	
X BELVEDERE (I.D.) Bright pink with lighter shadings	3.75	
Y BLACK MONARCH (S.C.) Very dark glistening maroon	7.50	3.75
O BOLD KNIGHT (S.C.) Dark red giant, black center	3.00	1.50
COL. A. G. RUDD (I.D.) Rich carmine and mahogany red		1.50
DAHLIAMUM (I.D.) Blend of amber with gold	1.00	
DIXIE'S WINE DOT (I.D.) Varigated, white flecked red	1.50	
X ESSIE SMITH (S.C.) Giant amaranth pink	5.00 Net	2.50 Net
EVENTIDE (I.D.) Rich deep violet purple	1.00	
X FAITHFUL (S.C.) 10x5, pure white	5.00	2.50
FLASH (I.C. or S. C.) Red and white		1.00

PREMIER DAHLIA GARDENS  
COLUMBIA, NEW JERSEY

Order No..... Date.....  
Ship to.....  
Address.....  
Amt. Enc..... When..... How.....

TRADE DISCOUNT----33 1-3 per cent off Current Introductions excepting those  
marked Net. 40 per cent off all others. Collections Net.

— USE OTHER SIDE FOR CORRESPONDENCE —



# PREMIER DAHLIA GARDENS

COLUMBIA, NEW JERSEY

Order No. .... Date. ....

Ship to. ....

Address. ....

Amt. Enc. .... When. .... How. ....

**TRADE DISCOUNT----33 1-3 per cent off Current Introductions excepting those  
marked Net. 40 per cent off all others. Collections Net.**

— USE OTHER SIDE FOR CORRESPONDENCE —

PREMIER DAHLIA GARDENS  
COLUMBIA, NEW JERSEY

Order No. .... Date ....  
Ship to ....  
Address ....  
Name ....  
Phone ....  
How ....

TRADE DISCOUNT—25% for each 100 Cuttings. Minimum order 1000.  
MATERIALS—40 lbs. each of 100 Cuttings. Cuttings are 1/2 to 1 1/2 inches long.  
—use other side for correspondence—

		Root	Plant
	GAYLORD BALLEY (I.D.) Giant white	5.00	2.50
X	GENERAL JOHN J. PERSHING (S.C.) Coral and red blend	5.00 Net	3.75
	GLAMOUR (I.D.) Purple veined violet		.75
	GLOWING BEAUTY (F.D. to I.D.) Bright cardinal red		1.50
O	GOULBURN (I.C.) Blended yellow and pink		1.50
X	HOOSIER MARVEL (S.C.) Yellow, very large	5.00 Net	3.00
	IRENE DUNNE (Str. C.) Lavender	3.00	1.50
X	JANE LAUSCHE (S.C.) Rose mauve with white tips	7.50	3.75
	JOHN W. SHERWOOD (I.D.) Lavender		1.50
	JUDY G. (Str. or S.C.) Blended red and yellow		1.50
O	KELVIN (I.D.) Peach pink		2.50
	KENTUCKY SPORTSMAN (I.D.) Yellow, orange and white		.75
	KING DAVID (F.D. to I.D.) Rich purple		1.25
X	KIRSTEN FLAGSTAD (F.D. to I.D.) Rich gold. Giant		3.75
	LINK'S SENSATION (S.C. to I.D.) Orange and red, 12x6	5.00	2.50
	LINK'S TAWNY TRIUMPH (F.D.) General effect orange		1.50
X	L. C. K. (Str. C.) 5-6x3 $\frac{3}{4}$ . Lemon yellow and deep pink	5.00	2.50
X	LUCKY (C.) 7x5. Bright red	3.75	2.00
	MAFFIE (S.C.) Giant carmine red		1.50
O	MARY NOBLE (I. D.) Mauve		2.50
O	M. E. NATHAN (I.D.) Light rose	3.00	1.50
	MISS BAINBRIDGE (Str. C.) Blended pink and yellow	3.50	1.50
X	MOON GLO (C.) Blended gold, salmon-pink and yellow	3.50 Net	1.75 Net
	MOON GODDESS (F.D. to I.D.) Giant primrose yellow		2.00
X	MOSCOW (I.D.) Giant intense carmine	5.00	2.50
	NANCY ANN MITCHELL (I.C.) Vivid scarlet		1.00
O	NOBBY'S LIGHT (I.D.) Massive yellow		3.00
	NORMA (I.D.) Blend of yellow with red		1.00
	100 PER CENT (F.D. to I.D.) pink	3.50	2.00
O	PAMELA MARY JOYCE (I.D.) Giant medium yellow		1.50
	PINK ELEPHANT (I.D.) Deep rose pink giant	3.00	1.50
	PREMIER'S WINSOME (I.D.) Giant mallow pink		1.00
	PYGMALION (S.C. to I.C.) Blended red and yellow		1.00
	RHYTHM (I.C.) Blend of pink and yellow	4.50	2.00
	ROSELYN STRAIGHT (S.C.) Blended orange with red	4.50	2.00
	SARETT'S PINK FLAMINGO (I.C. to S.C.) Rose pink	5.00	2.50
	SHERWOOD'S PEACH (I.D.) Orange, apricot giant	4.50	2.00
X	SILVER JUBILEE (I.D.) Bright rose pink tipped white	7.50	3.75
	SILVER LADY (I.D.) White and lavender blend		1.00
X	SIR GALAHAD (I.D.) Orange tipped gold		5.00
	SNOWBALL (Str. C. to S.C.) Clean white		1.00
X	STELLAETTE (I.D. or F.D.) Velvety deep red		5.00
X	SUNSET SPECIAL (S.C.) Giant orange flame		4.50
	THE REAL GLORY (F.D.) Pure white		1.00
	TOP FLIGHT (S.C.) Bright blood red	2.00	1.00
	TOPS (I.D.) Clear rich yellow. Very large	3.00	1.50
	TUXEDO (I.D.) Cardinal tipped gold	3.50	2.00
	WORLD EVENT (I.D. or F.D.) Soft glowing pink		2.50
	YELLOW GLORY (S.C.) Clear lemon yellow		.75

# MONEY SAVING "SUPER-VALUE" COLLECTIONS

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## Special Offering of Unusual Collections of Outstanding Dahlias

**ROOT COLLECTION "A"** — Labeled varieties in a wide variance of colors at \$5.00 per Dozen Roots. EXTRA VALUE GUARANTEED.

**SUPER VALUE PLANT COLLECTION "B"** — Any 12 for \$12.00 Add 35c for Special Delivery.

Bold Knight, Col. Rudd, Dixie Wine Dot, Glowing Beauty, Goulburn, Irene Dunne, John W. Sherwood, Judy G., King David, Link's Tawny Triumph, Maffie, M. E. Nathan, Pamela Mary Joyce, Pink Elephant, Tops.

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## OUR FAMOUS COLLECTIONS

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**SUPER VALUE PLANT COLLECTION "C"** — Any 8 for \$13.50. Any 12 for \$19.00. Add 35c for Special Delivery.

Faithful, Gaylord Ballay, Kelvin, Link's Sensation, L. C. K., Lucky, Mary Nobel, Moon Glo, Moon Goddess, Moscow, 100 Per Cent, Rhythm, Roselyn Straight, Sarett's Pink Flamingo, Sherwood's Peach, Tuxedo, World Event.

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## OF CONSISTENT PRIZE WINNERS

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**SUPER VALUE PLANT COLLECTION "D"** — Any 6 for \$16.00. All 10 for \$25.00. Add 35c for Special Delivery.

Ballay Rouge, Belvedere, Black Monarch, Essie Smith, General John J. Pershing, Hoosier Marvel, Jane Lausche, Kirsten Flagstad, Silver Jubilee.

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## WILL WIN FOR YOU

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**ORDERS FOR COLLECTIONS MUST BE PLACED NOT LATER THAN APRIL 15th** as we can make no promise of having sufficient stock after that date. **A DEPOSIT of 25%** will hold order till shipping time.

**ADD SPECIAL DELIVERY CHARGES ON ALL ORDERS. REGULAR POSTAL CHARGES ARE PREPAID ON SHIPMENTS IN 1st and 2nd Zones. ADD 35c for 3rd Zone; 54c, 4th Zone; 72c, 5th Zone; 92c, 6th Zone; \$1.50, 7th Zone.**

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## JOIN THE AMERICAN DAHLIA SOCIETY

Write to: Dr. Ward H. Cook, 34 Puritan Ave., Tuckahoe 7, N. Y.